

REMARKS

The Final Office Action dated June 25, 2009 has been carefully considered. Claims 1, 9 and 10 have been amended. Claims 1, 2, 4, 9, 10, 12, 19, 20 and 30 are in this application.

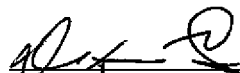
The previously presented claims were rejected under 35 U.S.C. § 112 as indefinite. Claim 1 has been amended to obviate the Examiner's rejection. Support for the amendment is found throughout the specification and in particular on page 7, lines 10-15, page 9, lines 15-18 and page 11, lines 5-11 of the application. No new matter has been entered.

The previously presented claims were rejected under 35 U.S.C. § 103 as obvious in view of the art of record. The Examiner indicated that the claims read on cars "available for lease or rent". Applicant has amended claim 1 to more clearly recite the feature of the present invention that a list of cars for sale to a user is directed to cars which are part of a fleet of rental or lease cars, some of which could be on rent or lease to a third party at the time the list is prepared. Accordingly, the present invention is not directed to a rent-to-own system in which the renter ultimately purchases the product after renting and in which the rental fee is applied to the purchase price. The present invention is directed to preparing a list of cars for sale which are presently part of a fleet of rental or lease cars. The buyer can search the list and remotely purchase the car. As described on page 2, lines 14-20 of the application, the present invention has the advantage that it allows a user to search for cars which are presently owned and rented by an automobile rental company or leasing company to be marketed to a user. Accordingly, the present invention allows cars on the list to be marketed directly to a consumer. There is no teaching or suggestion of these features in the art of record and the invention defined by the present claims is not obvious in view of the art of record.

In view of the foregoing, Applicants submit that all pending claims are in condition for allowance and request that all claims be allowed. The Examiner is invited to contact the undersigned should he believe that this would expedite prosecution of this application. It is believed that no fee is required. The Commissioner is authorized to charge any deficiency or credit any overpayment to Deposit Account No. 13-2165.

Respectfully submitted,

Dated: October 23, 2009



Diane Dunn McKay, Esq.
Reg. No. 34,586
Attorney for Applicant

PORZIO, BROMBERG & NEWMAN, P.C.
29 Thanet Road, Suite 201
Princeton, NJ 08540
Tel: 609 924 8555
Fax: 609 924 3036